

10c. a Copy

JANUARY 11, 1924

Vol. 6, No. 2

The AMERICAN LEGION *Weekly*

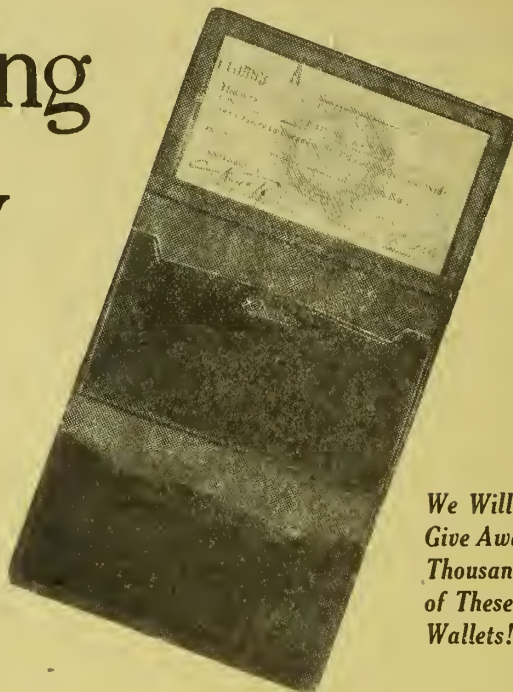


Published weekly at New York, N. Y. Entered as second class matter March 24, 1920, at the Post Office at New York, N. Y., under act of March 3, 1879. Price \$2 the year. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized March 31, 1921.

We Are Giving These Away

This handsome combination wallet and Legion card holder is made of genuine calfskin.

The illustration is a photograph of this wallet which has a visible holder for your membership card, two pockets for business cards and a roomy lengthwise bill fold.



We Will Give Away Thousands of These Wallets!

This Wallet Is Yours

for only one yearly (non-member) subscription for The American Legion Weekly.

To Spread the Good Gospel of The American Legion Everywhere!

That is our reason for making this generous offer. To place The American Legion Weekly in every home is our aim. To pay you for helping carry the Legion's message, increase the circulation of your own magazine and the influence of your organization, we are offering to give you one of these handsome leather wallets.

The price of a year's subscription for The American Legion Weekly to anyone not a Legion member is \$2.00 (for 52 issues). You can easily secure *one subscription* from a friend or a neighbor. *Or give a year's subscription as a gift.*

Enclose a two dollar bill, check, or money order with the coupon in the corner. Write in the name and address of the one to whom the Weekly is to be mailed each week for 52 weeks. Write your name and address in the space provided on the coupon and we will send you at once *free of any charge* one of these handsome leather wallets

The American Legion Weekly
627 West 43d Street New York City

A Lucky Two Dollar Bill

For once a two dollar bill will bring you good luck. Attached to the coupon below it will bring 52 good issues of The American Legion Weekly to a friend or neighbor and will bring to you a fine leather wallet that will keep your Legion card safely all during the year.

Send a two dollar bill with the coupon.

to cut this coupon.

just exactly where

The American Legion Weekly
627 West 43d Street
New York City

Here's \$2.00 and another friend for the Legion, Buddy!

Send The American Legion Weekly for one year

To.....
Name of subscriber

Address.....

City..... State.....

SEND A LEATHER WALLET

To your Buddy.....

Address.....

City..... State.....

these dotted lines show

Published by the Legion Publishing Corp.:
President, John R. Quinn; Vice-President, James A. Drain; Treasurer, Robert H. Tyn-dall; Secretary, Lemuel Bolles.

The AMERICAN LEGION Weekly

BUSINESS OFFICE
(Advertising and Circulation)
627 West 43d Street, New York City

EDITORIAL OFFICES
Natl. Hqtrs. Bureau, Indianapolis, Ind.
627 W. 43d St., New York City

Owned exclusively by
The American Legion.

Correspondence and
manuscripts pertaining
to Legion activities
should be addressed to
the National Head-
quarters Bureau. All
other communications
should be addressed to
the New York Office.

JANUARY 11, 1924

Copyright, 1924, by the Legion Publishing Corporation.

PAGE 3

The DEADLY HOBNAIL

A D. C. I. Story

By Karl W. Detzer

Illustrated by V. E. Pyles

PRIVATE WHITIE,
a guardhouse veter-
eran, ripped away
a yard of barbed
wire, stuck his cast-iron
shoe through the hole, and
went over the hill.

Twenty-nine deserters,
thieves, criminals and
what-not ran, double time,
with him. Once away,
they talked it over, with
the help of Yankee-Frog
blasphemy, and decided
this A. E. F. had had their
services long enough. They
would work, henceforth,
on, not for, the French
people.

On the forwarding camp
near Arnage, whose wire
fence around the segrega-
tion battalion had been
damaged, a certain officer
decided otherwise. He was
a fine, quiet-mannered
colonel of the old school
who believed, like many
soldiers, that all prisoners
should stay in prison. Be-
sides, these were bad men,
the riffraff of a hundred guardhouses,
the backwash of the A. E. F.

Better men had gone home. It was
late in the summer of 1919. The Ameri-
can Embarkation Center, where a
month before the roads had bustled
with outgoing baggage, had fallen
back easily into its provincial quiet.
Most of the Americans had left, bound
for the States and that spectacular,
if not long-lived, thank-you. Scattered
outposts of the Rents, Requisitions and
Claims Department remained behind,
handling belated business. A few of

the larger camps lay under guard,
awaiting the hour when they should be
turned over to the French.

Into this peaceful area, thirty Ameri-
cans with empty pockets and long
police records had turned themselves
loose. So the men of the Division of
Criminal Investigation and the officers
from the forwarding camp went out
to hunt them—grumbling, for those
were busy times.

They prowled into the woods first,
where thirty men might have hidden,
but this time had not. Then, in ad-



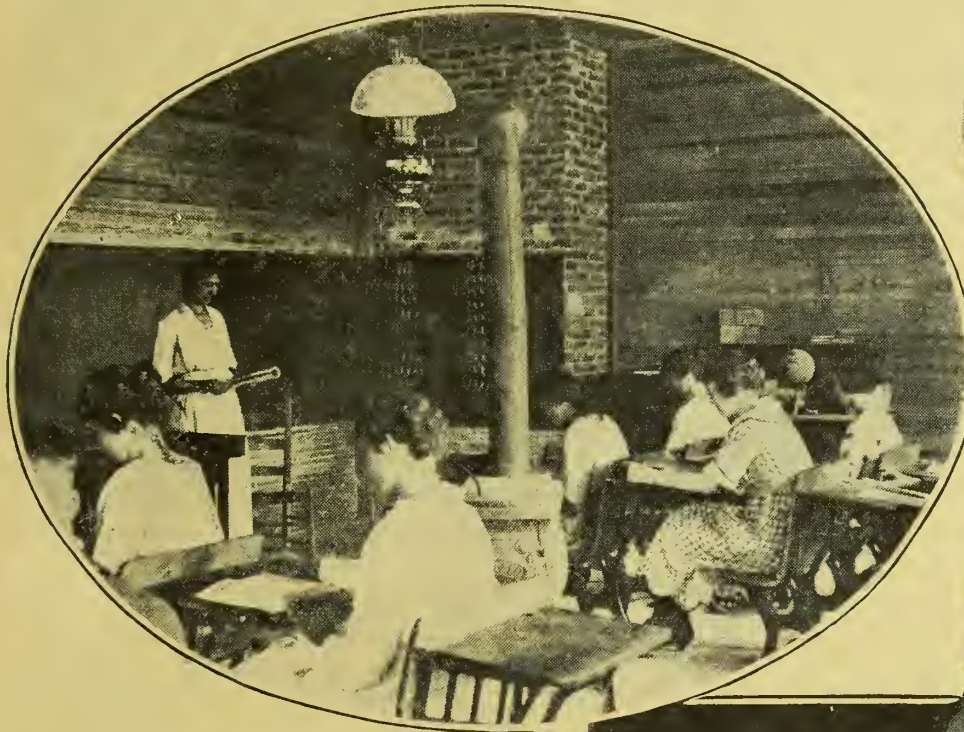
His revolver and the
glass dropped from
his fingers. The door
pushed open; strong
hands dragged him
roughly into the cell

ja-cent farmyards, they poked
and explained and asked old
mesdames just how the Ameri-
cans looked who had bought
or stolen their poultry. Fi-
nally, along the Route Na-
tionale to Angers, they came
three weeks later to La Flèche.

The old town of La Flèche, sleeping
on the bank of the little River Loire,
about forty miles from Arnage, was
supposed to be empty of Americans.
Official sheets giving the disposition of
troops made no mention of any soldiers
there. But along the road outside the
town, where peasants paused to talk
in the first labor of the grape harvest,
it developed that the United States
Central Records Office was wrong; sol-
diers were there, living comfortably.

A D. C. I. operator and four officers

Our National Shame: 4,900,000 Illiterates



By F. Stuart Fitzpatrick

"EXACTLY what's in your mind, Lindon, when you speak of illiteracy?" the superintendent of schools asked, tipping his chair back into a more comfortable position.

"By illiteracy? I really have in mind three groups, I suppose. First of all, the officially reported 4,900,000 odd of us who can't write in any language, and presumably can't read. Then there are several millions who can just about scratch their names and with difficulty decipher a few words, officially literate but practically illiterate. Then finally there is that large group, I have no doubt running into the millions, who know how but have no curiosity or desire to read. This class we might call, 'Can read but don't.'"

"So that's why you suggest, Lindon, that we use newspaper advertisements instead of primers to teach our children to read."

"Yes, as a layman I throw out that suggestion to you. You know, fools rush in where angels fear to tread, and all that."

"But advertisements!"

"Why not? Many advertisements in our daily papers are well written; in fact, written by experts. The type is large and readable. The language is simple. And what does the child see at home at night—the father reading the paper and the mother looking through the advertisements for the things needed by the household. Using advertisements as primers would make



Inside and outside views of a South Carolina school where illiterate and near-illiterate mill girls are taught. Note the members of the group. Illiterates do not look the part—they are usually deficient not in mentality but in opportunity. The intelligent appearing mill boy shown above did not learn to read and write until he was twenty

the child keenly aware from the beginning of the relation between this reading business and the world he lives in." The superintendent puffed his cigar and Lindon went on.

"Let me tell you of an experience I had in Kentucky. I visited a number of these mining towns in the mountains. All native-born Americans there. I inquired at the post office as to the kind

of reading material coming into town. Not any, except occasionally a magazine of cheap stories, and only a few of those. No newspapers, no worth-while periodicals, nothing. I visited the schools. I recall one of the better ones, a graded school. The only books were a dictionary, an atlas, and a few textbooks. Nothing else—not a paper, not a magazine, not a story book of any





This billet for the shelter of the orphaned children of Michigan's World War veterans will be ready for occupancy early in the spring. Its cozy, homelike appearance scarcely accords with the conventional idea of an "orphan asylum"—and it is the Legion's idea that it shouldn't

Caring for the Fatherless Children of the Veteran

THE deed has been signed, the contract has been sealed, the architect has made his drawings—the first national American Legion home for the orphaned and needy children of service men of the World War will soon rise above the rolling plains of Kansas. National Commander John R. Quinn has formally accepted title to a 388-acre tract of land near Independence, Kansas, which the National Children's Welfare Committee of the Legion has designated as the site of the first regional home and farm and school which the Legion will establish for the children of soldiers and sailors of the World War who lack the priceless privileges of childhood.

The National Children's Welfare Committee is now carrying out plans to make this first Legion home serve a group of States centering about Kansas and including probably Missouri, Nebraska, Colorado, New Mexico, Wyoming and Arkansas. This home is to be the first of a series of homes which will be established as the need for them clearly develops and as the financing problems involved are settled. Eventually, so the national committee hopes, there will be in each section of the country a regional Legion home caring for the underprivileged children of a group of States.

The establishment of these regional

homes will necessarily be a slow process, however, and the national committee is proceeding with the caution which the problem warrants. It expects to work out the problem of the Kansas home first in the belief that the results obtained will point the way to the further development of the plan elsewhere.

As it proceeds with the development of its national program for the care of World War orphans the whole Legion has before it the inspiring example of the Department of Michigan, which has already worked out an extensive plan and is even now caring for several score of the dependent children of service men of that State in a department home. The Michigan project, which so far has been developed exclusively as a department enterprise, may become a regional home under the national plan.

At this point it is important that the Legionnaire should understand clearly just what the Legion comprehends in its problem of caring for the orphaned and needy children of service men. Let no one jump to the conclusion that the Legion has fallen into the error of assuming that the mere establishment of homes is going to solve the problem of caring for these children. On the contrary, the Legion realizes that institutions, no matter how perfect, will never completely meet the needs of the

thousands of service men's children who now lack a father or a mother.

The Legion sees in the institution only an adjunct to a broader system of extending aid to them. Its first effort will be to preserve home ties wherever possible. It will endeavor in all the States to support such beneficent legislation as mothers' pension laws. It believes the best interests of society and the best interests of a child are served when a mother is enabled to keep her home together.

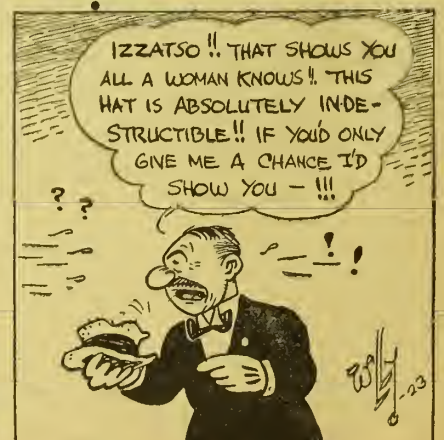
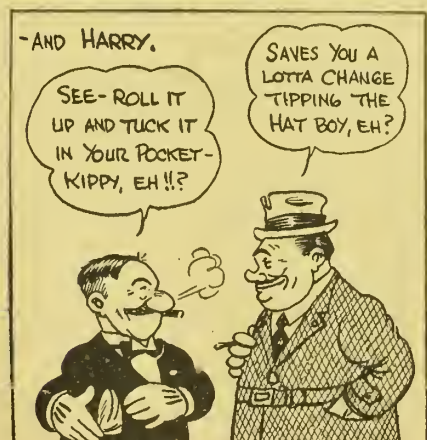
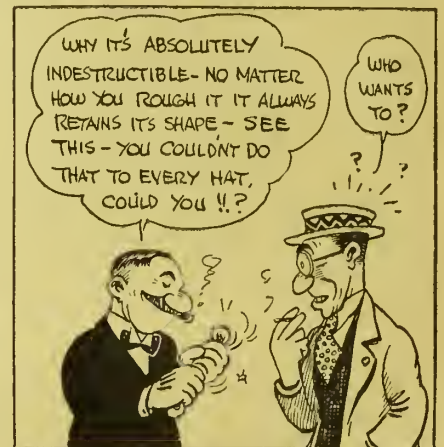
Where the child's original home may not be kept together—where both father or mother have died or have become incapacitated, for example—the Legion believes that by observing proper safeguards it may help obtain a new home for the child in another family. It is recognized that obtaining other homes for children—by adoption or placement, as commonly understood—will not assure the best opportunity for development to all orphaned children. The need of the institutional type of home cannot be denied.

These conclusions have not been arrived at hastily. While they may appear obviously correct, they have been formulated by the Legion's national committee in a program only after a year's investigation in which the advice of the country's leaders in child welfare work has been obtained and studies

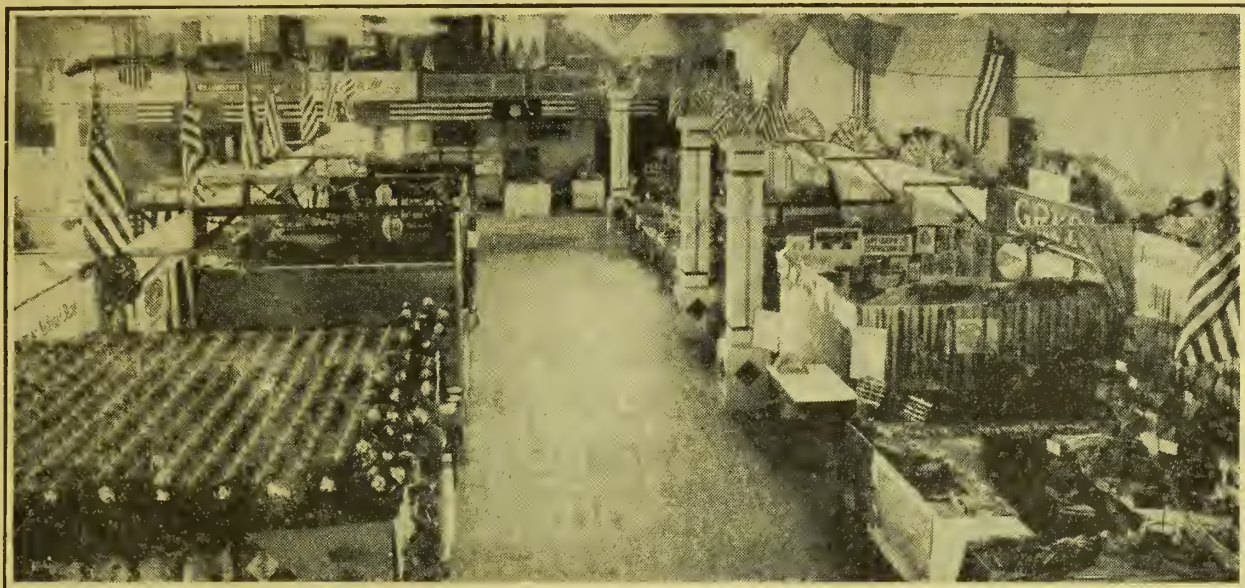
(Continued on page 20)

Some People Will Believe Anything

By Wallgren



Dividends *in Prestige and Cash*



A general view of one corner of the industrial exhibit promoted by Garret Cochran Post of Williamsport, Pennsylvania. The post sold every inch of advertising space, paid the bills, and reaped a financial profit. Better still, it established itself as a leader in civic enterprises

NOW comes Garret Cochran Post of Williamsport, Pennsylvania, to report its first industrial exhibit, the success of which placed the post in the forefront of community boosters. The name of The American Legion is on everyone's tongue in Williamsport—on the people's because of the educative value of the exhibit; on the exhibitors', manufacturers' and business men's because the post did business in a businesslike way. Incidentally the exhibit was a financial success, but, as the post leaders said, this was a secondary thought.

After evolving the idea of an industrial exhibit which would show the citizens what Williamsport does for a living, the officials of the post obtained the co-operation of the Chamber of Commerce and Manufacturers' Association. The one thought uppermost during the preparation was this: There must be no "help us out, please" plea. The exhibit, it was felt, was needed. Therefore manufacturers and merchants contracted for booths on the basis of the advertising and value to them, not because The American Legion was promoting the venture.

The local armory was obtained for a week, the floor measured off into booths and a blue print made. Then canvassers went out to sell space. A cost budget had been prepared and prices fixed to cover expenses.

The post promised the people that save for a musical program, there would be nothing to distract attention from the exhibit. Manufacturers who offered to pay for space but said they would not use it were courteously refused. If the manufacturer saw the value of the exhibit and was sold, very good, if not—well, the floor space was oversold. Seventeen manufacturers were disappointed. But advertising

space was given them around the balcony.

A construction firm was awarded the contract to erect the booths and take them down, the materials to be the contractor's property and to be deducted from the total cost. Publicity was furnished by the post in the newspapers, by paid advertising, billboards, window cards, stickers for windshields, and banners stretching across the main streets. At all times the one idea was stressed that the exhibit was of real value. The post conveyed the idea that it cared more for community goodwill than for money. The local G. A. R. post, patients from a veterans' hospital nearby, and an association of boy farmers—all were special guests.

LOCAL merchants co-operated by holding special sales during the week, many giving tickets with every sale, paid for by the merchants at ten cents each, the regular admission price. All students were invited, a half rate being given high school and business college pupils. The grade children were given half-holidays by the school board and were escorted to the exhibit by Legionnaires and their teachers.

There was no souvenir program, as it was thought that the advertising needed to get it printed would not be worth the price asked. But copies of the Legion's official flag code on the back of which was the list of firms exhibiting were given away.

The music was advertised as "made in Williamsport," the post band (a prize organization), the Kiwanis orchestra and soloists offering their services.

On the opening day the bare drill floor of the armory was transformed into an artistic and interesting spectacle. Many firms had working ma-

chinery which made products while curious crowds looked on. The Auxiliary had a booth selling home-made candies and fancy work. The post had an ice-cream and soft drink booth. But there was no barking, nothing to distract from the exhibits. Moreover there were no paddle wheels or other gambling devices.

Each day the attendance increased until on the last day more than 3,000 persons paid their way in. Every one was satisfied. The public commended the exhibit, the exhibitors were gratified and the newspapers editorially commented on the public spirit shown by the post.

But the post went still further. It invited the exhibitors to a dinner given at the post clubhouse and submitted a financial statement with the declaration that it seemed fitting to let the post's business associates know the outcome.

Constructive criticism was asked for—and given. Then the guests were informed that the post had gone on record as favoring the erection of a community building as a fitting war memorial which the city needs. The community organizations heartily endorsed the idea.

The success of the industrial exhibit explains in part why Garret Cochran Post of Williamsport is looked upon today by the entire town as a constructive community asset—an outfit that is out not so much to get as to give. That is why The American Legion is looked upon and up to in Williamsport as an organization entitled to the respect of all citizens. It is a truth that has been brought home with equal vigor in the hundreds of towns and cities where local Legion posts have taken the initiative in sponsoring worth-while unselfish community enterprises.

